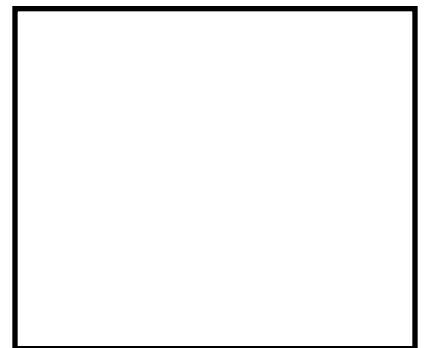
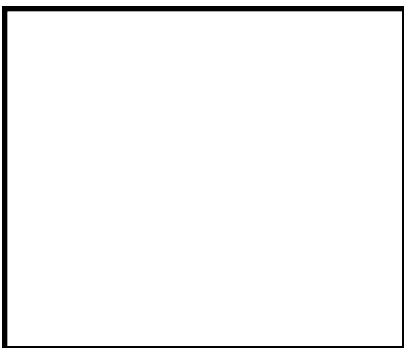




a. Get your audience's attention by using a typical start up exercise such as a movie countdown, or use a fade to black screen with possible music* or voice over.

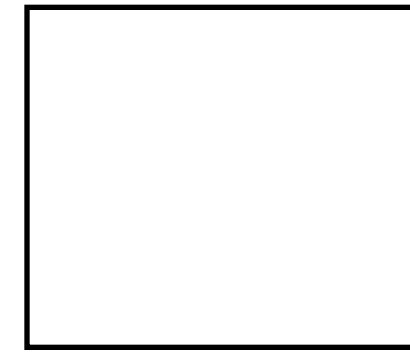
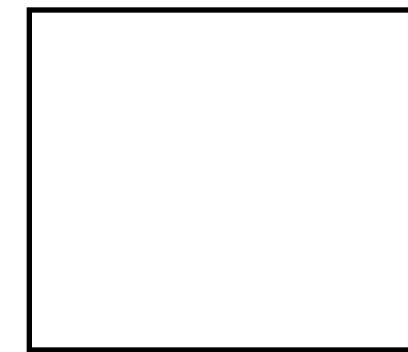
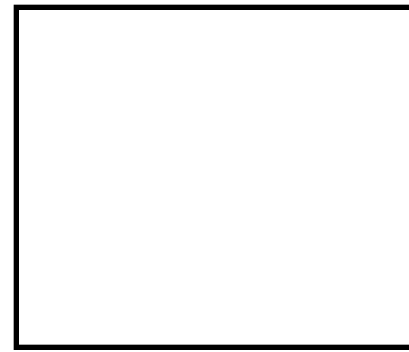
****Do not use copyrighted music or images/video unless you have permission in writing from artist(s). Royalty-free music is ok, or I suggest to partner with a local band/musician and/or artist: this gives them and your agency reciprocal exposure.***



b. Text or agency logo introducing story

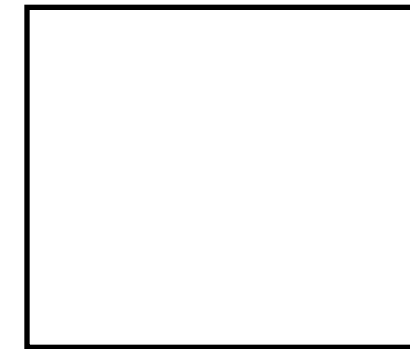
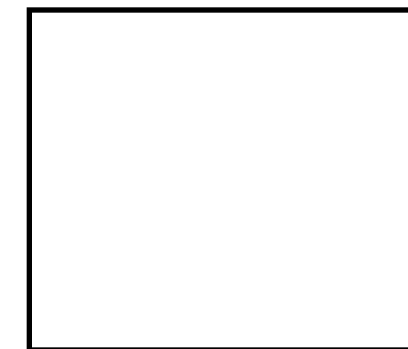
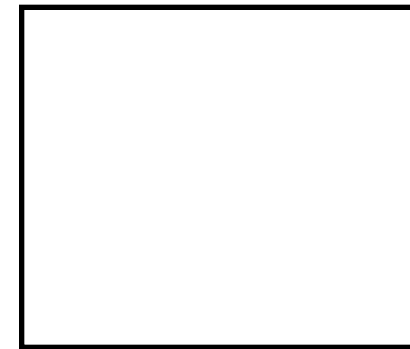
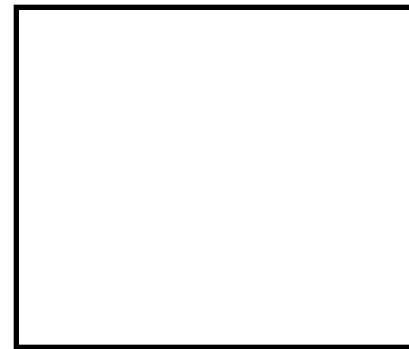


c. Multiple photo images can be of agency facility, clients, groups doing work in the field etc.



d. Video images that further exemplify text & photos

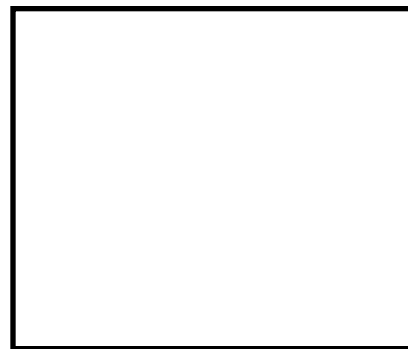
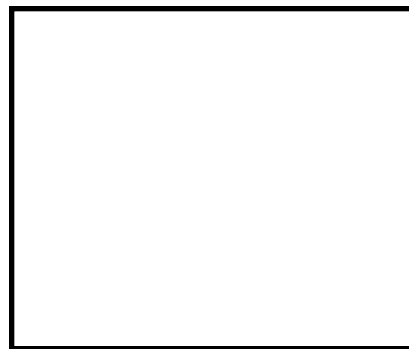
g. Video interviews with client, student, staff person or volunteer...someone who can be voice of the agency (most effective if end user is utilized).



e. Text with music that further tells story, possibly a quote or a statistic, remember to always source your quotes and stats!

h. Text that states goal of video message.

i. Video image of person reinstating that goal in a similar but different way.



f. More images following text

j. CALL TO ACTION! Choose the most interactive way your agency can ask viewer to get involved.

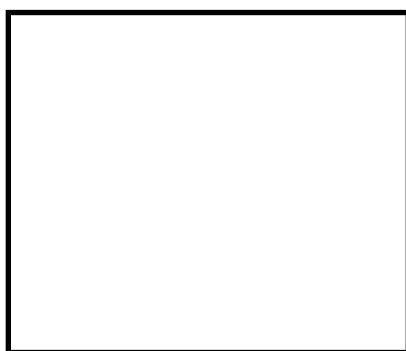


k. More photos and video images...



l. Thank yous and credits

**Don't forget to thank The Knight Foundation for their support of your video project, connect with them to see how they want you to acknowledge them and make sure you get their proper, most recent logo!



m. Sometimes it is fun to add out-takes and bloopers to the end of your iMovie, but only if appropriate, remember to research and become an expert on your audience(s)!